

Sports Illustrated

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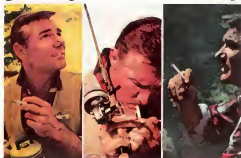
JET-PROPELLED JOE NAMATH





**Viceroy's got
the taste
that's right...**

right any time of the day



Here's why: Viceroy is the filter cigarette blended with natural flavor fresheners to enrich and improve the true tobacco taste. That's why Viceroy tastes rich . . . good . . . rewarding . . . any time you light up.

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For the ultimate TV performance in any room of your home... why not get the best

Zenith is the Handcrafted TV.

Every chassis connection is handwired—carefully, skillfully—for unrivaled dependability, fewer service problems and longer TV life. There are no printed circuits. No production shortcuts.

Skilled craftsmen build Zenith TV with *capacity-plus* components throughout—components that exceed maximum circuit requirements—so they're never overworked. So they last longer. Every chassis component is firmly fastened to a rugged metal base with up to 200 times greater heat conductivity than printed circuit boards.

And Zenith is proud to offer you many exclusive TV advances like the Super Gold Valon Guard tuning system with more than a hundred corrosion-resistant 16-carat gold-filled contacts for a sharper, clearer picture years and years longer.

See the complete line of Zenith TV—many models with Space Command® Remote Control—at your dealer's now. At Zenith, the quality goes in before the name goes on®.

Featured above, the Westport 19" portable TV, Model K1945W. Lower left, the Celebrity, giant screen 23 1/2" portable Model K2345W.



ZENITH



The Handcrafted TV